

The Influence of Marketing Communication Through Instagram on Brand Awareness of The Pier Restaurant

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Abstract

This study aims to determine how the influence of social media marketing through the Instagram platform on brand awareness. This study also wants to see whether the difference in the intensity of the use of Instagram social media by followers has an effect on the relationship between the Instagram social media marketing run by The Pier and the level of brand awareness. The theory used in this study is social media marketing. This theory has four components or so-called 4C, namely context, communication, collaboration and connection. Component 4C is a component that must be on every social media that exists. It aims to make social media easy to use, able to provide information and can meet every goal that has been planned from every individual who uses it. This research uses quantitative methods with descriptive analysis research types. Quantitative methods used aim to be able to examine the population or sample of the restaurant diners of The Pier and sampling randomly. The object of the study was the instagram account @thepier_by_kalaha which is one of the social media accounts of The Pier restaurant and the subject of the study was the diners of The Pier restaurant. Researchers will distribute questionnaires through instagram direct messages to instagram followers of The Pier restaurant. As a result of this study, responen responses on social media variables with social media variables consisting of sub-variables context, communication, collaboration and connection fall into the category of excellent. Meanwhile, the responen response to The Pier restaurant brand awareness variable has five dimensions that will be examined, namely brand recall, brand unaware, brand recognaiton, brand recall, and top of mind in the good category.

Keywords:

The Pier, Social Media, Brand Awareness

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INTRODUCTION

With the growing culinary industry in Indonesia, marketers are being challenged to improve their brand reputation. Brand reputation is very important, along with the large number of brands on the market. Increasing brand reputation can be done by using various social media. According to Kotler and Keller (2012), the definition of social media is as follows: "Social media is a means for consumers to share text, image, video and audio information with each other and with companies and vice versa"

If you use good brand communication, then the brand gets positive things and high brand awareness. Well-managed brand communication will be able to differentiate the company and its products from its competitors. Not only foreign brands but also domestic brands are constantly innovating to update their brand communication.

Not only dealing with marketing communications or marketing mix, brand communication is a way to convey the brand to consumers. A company will be able to compete with creative, innovative, and effective brand communication. Creative brand communication can be done with unique promos or advertising in unusual places. So marketers need to have a good marketing communication strategy.

These challenges are the demands of the increasingly high flow of globalization. Most marketers pay little attention to brand communication and brand promotion strategies. The exact reason for this problem may be because different parts of the world have different developments. Many competitors with the same product offer their quality. The only difference is the brand and their brand communication.

Companies can communicate their brand through promotions such as in marketing communications. These promotions can be in the form of advertising, sales promotion, direct selling, or public relations. In addition to promotion through the media, companies can first communicate their brand to employees. So that values and beliefs can be communicated properly.

As a restaurant with a western theme that definitely has many competitors, The Pier is required to have a good brand strategy so that brand awareness among consumers is high. Brand strategy is not only important for companies or restaurants that already have a brand, but also for industries that are developing or in the brand planning stage.

The Pier introduces its brand through a brand strategy, one of which is using social media to communicate the brand to consumers. Good and friendly service can be a restaurant brand communication to its consumers. Internal brand communication is more relevant because it provides an experience that is able to make consumers choose the restaurant again.

Brand communication externally can be done through different, unique promotional activities and advertisements on social media. These are the things that The Pier does to attract attention and try to increase brand awareness of its consumers so that they feel satisfied and loyal to The Pier. The Pier is one of the local Indonesian restaurant brands or brands that carries the theme of foreign food.

The Pier offers unique promos such as discounted prices, free delivery and the use of internet media as their brand communication. The Pier uses sales promotion as a tool to communicate the brand and market the product. The Pier also uses local raw materials, so they are able to offer relatively cheap prices compared to its competitors.

The use of technology communicates that The Pier has a fast and innovative service. The Pier provides a suitable atmosphere for dining with family, friends and colleagues with a beach view. Therefore, we need a place that is comfortable and can be close to the atmosphere, not only family but also friends, and work colleagues. Based on the formulation of the problem above, the authors identify the problems to be investigated in the study, as follows:

1. How effective is The Pier's marketing communication through Instagram social media?
2. How effective is The Pier's customer brand awareness?

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3. How much influence does The Pier's Instagram social media marketing communication have on brand awareness of The Pier's customers?

LITERATURE REVIEW

Behaviorism theory

Behaviorism comes from the English word Behavior which means "how to behave" or "behavior". Behaviorism is a school of psychology that focuses its attention and study on behavior and uses it as a basis for building theories without referring to human experience and awareness. Its main working principle is stimulation, stimuli, and responses, response. According to Ridwan Abdullah Sani "Behaviorism is a theory about changes in behavior as a result of experience". So, behaviorism is a school in psychology that focuses on changes in human behavior that can be observed and measured as a result of an experience.

The characteristics of the Behaviorism theory are prioritizing elements and small parts, being mechanistic, emphasizing the role of the environment, emphasizing the formation of reactions or responses, emphasizing the importance of exercise, emphasizing the mechanism of learning outcomes, emphasizing the role of abilities and learning outcomes obtained are the emergence of the desired behavior.

Stimulus Respon

Basically, there are a lot of theories expressed by experts, especially with regard to media and audiences. This theory is the basis of the process regarding the occurrence of very influential social media effects. Organization is the connection between a certain stimulus (stimuli) and a certain reaction (response). So with the word response is a reaction back from the individual when receiving media stimuli.

One can expect or estimate the suitability between the effect of the message conveyed and the reaction of the audience, who in this study are the Instagram followers of The Pier restaurant. Reaction stimulus theory is a simple learning principle, where the effect is a reaction to a particular stimulus.

It can be understood that the response stimulus includes the following (Effendy, 2009:255), the stimulus (message) given to the organism can be accepted or rejected, then the next process stops. This means that the stimulus is not effective in influencing the organism, so there is no attention from the organism.

The recipient, if the stimulus has received the attention of the organism, then the next process is to describe the stimulus that comes from the organism's ability to accept knowledge which will influence the recipient to respond to activities, so that there can be a willingness to change perceptions.

Effect (response) is an action taken by the recipient after receiving the whole information or knowledge. The response given can occur if the delivery of the message can take place well. Factors that can affect the delivery of messages are frequency and intensity.

Social Media Marketing

According to Boyd (2009), social media is a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate or play with each other (Nasrullah, 2015:11). From this definition, it is clear how social media is a medium that is used to share information by communicating with each other which might create something from the collaboration between users.

Social media is part of a system of relations, connections and communication. The following is the attitude that we must develop regarding the role and benefits of social media according to the Central Team for Public Relations of the Ministry of Trade of the Republic of Indonesia (2014), namely, a means of learning, listening, and conveying. This means that various social media applications can be used to learn through a variety of information, data and issues contained therein.



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On another aspect, social media is also a means to convey various information to other parties. Contents on social media come from various parts of the world with various cultural, social, economic, beliefs, traditions and tendencies backgrounds. Furthermore, the means of planning strategy and management. This means that it will be directed and taken to social media which is the domain of its users.

Therefore, social media in the hands of management and marketing experts can be a powerful weapon to launch planning and strategy. For example, to carry out promotions, attract loyal customers, collect customer loyalty, explore the market, educate the public, to gather public responses.

Chris Heuer argues that there are 4Cs in the use of social media Solis (2010:263), namely the first context "How we frame our stories" is to explain how a message or story is formed an information such as the meaning of a message, and how in the use of language and content. of the message itself.

The second communication "The practice of sharing our story as well as listening, responding, and growing" is a way of sharing information which consists of listening, answering, or growing understanding by adding pictures or packaging messages that make users feel comfortable and messages conveyed effectively. good.

The third collaboration "Working together to make things better and more efficient and effective" is a collaboration between an account or company and its users on social media to create good things to be more effective and efficient. The fourth connection "The relationships we forge and maintain" is the maintenance of relationships that have been built. You can do something that is sustainable so that users feel closer to an account or company that uses social media.

The theories explained by Chris Heuer explain that the 4C component is a component that must exist in every existing social media. It aims to make social media easy to use and can fulfill every purpose that has been planned for each individual who uses it.

Brand Awareness

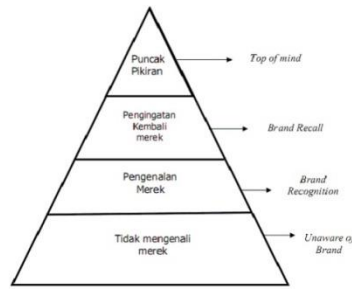
According to Hasbun and Ruswanty (2016: 3) brand awareness or brand awareness is the ability of a brand that appears in the minds of consumers when they think about a particular product and how easily that product appears. Brand awareness is a fundamental dimension in brand equity. A brand has no equity until consumers are aware of the existence of the brand.

According to Aaker (1997: 90) brand awareness is the ability of a potential buyer to know or recognize that a brand is part of a particular product category. In building brand awareness in a consumer in a product created by the manufacturer takes a long time. The role of brand awareness in helping brands can be understood by examining how brand awareness can create value.

Brand Awareness (brand awareness) is a source of other associations, familiarity or liking, substance or commitment, considering the brand. If awareness of the brand is high, we can always feel the presence of the brand, because a brand with high brand awareness is usually caused by several factors, namely being widely advertised, so that it is widely known by the public, an existence that has stood the test of time, and a wide distribution range. , making it easier for consumers to get these products and the brand is managed properly.

Brand Awareness has several levels from the lowest level, namely not being aware of the brand to the highest level, namely top of mind, which can be described in a pyramid. The brand awareness pyramid from low to highest is as follows:





The explanation of the four levels is that the first unaware of the brand is the lowest level in the brand awareness pyramid where consumers are not aware of a brand. Both brand recognition is a minimal level of brand awareness, where the introduction of a brand appears again after being reminded again through assistance. The third brand recall is brand recall without assistance.

The top four of mind are brands that are mentioned first by consumers or that first appear in the minds of consumers, or these brands are the main brands of various brands that are in the minds of consumers. Based on the explanation above, the levels in brand awareness show that there are different levels of awareness in each individual.

RESEARCH METHODS

The object of this research is the followers of the Instagram account @thepier_by_kalaha which is one of the social media accounts of The Pier restaurant which is managed by the marketing division to provide various information on food, drinks, operating hours, and ongoing promos. This account is used to reply to various questions from followers via direct messages. And the subject of this research is the social media account of The Pier restaurant.

This study uses a quantitative approach to the type of descriptive analysis research. The quantitative approach is considered more relevant because it aims to explore and understand the experiences experienced by the subjects of this study. According to Azwar (2005:5) the quantitative approach method emphasizes analysis on data consisting of numbers that are processed by statistical methods. The type of research used is the type of descriptive research. According to Azwar (2005:7), the purpose of descriptive research itself is to describe or explain systematically and accurately the facts and characteristics about the population or about a particular field.

In this study, data were obtained using a survey method, which used a questionnaire as the main instrument. This survey research design, where the research was conducted by distributing questionnaires and collecting data. As stated by (Sugiyono, 2011: 6) that the survey method is used to obtain data from certain natural (not artificial) places, but researchers carry out treatments in data collection, for example with questionnaires, tests, structured interviews and so on. Variables according to Hatch and Farhady (Sugiyono, 2015:38) are attributes or objects that have variations between one another. According to Sujarweni and Endrayanto (2012:13) population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions.

This study uses two variables, namely the independent variable, namely social media marketing and the dependent variable (dependent variable) brand awareness. In this variable x, the researcher uses sub-variables quoted from Chris Heuer (Solis, 2010:263), namely context, communication, collaboration, and connection. While the variable y researchers use brand awareness elements that can be measured by sub-variables namely brand recall, brand unaware, brand recognition, brand recall, and top of mind. (Durianto, Sugiarto, and Sitinjak, 2004).

Data was collected by distributing online questionnaires to followers of the @thepier_by_kalaha account by sending them via direct message. According to Sugiyono (2014: 230) a questionnaire is a data collection technique by which researchers provide a list of



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questions or written statements to be answered by respondents. The scale used in this questionnaire is a Likert scale, then the variables to be measured are translated into variable indicators. Then the indicator is used as a starting point for compiling items that can be in the form of statements. The answers to each instrument item using a Likert scale have a gradation from very positive to very negative, including:

- a. Strongly Agree
- b. Agree
- c. Doubt - Doubt
- d. Disagree
- e. Strongly Disagree

The sample is part of the number and characteristics possessed by the population (Sugiyono, 2011:81). Thus the sample is some of the population whose characteristics are being investigated, and can represent the entire population, so the number is less than the population. As for secondary data from journals, books and other relevant references. Researchers took 100 populations to be randomly distributed to fill out the questionnaire.

The sampling method used in this research is simple random sampling, namely the sample is taken in such a way as a research unit from a population that has the same opportunity to be selected as a sample. The sampling design is probability. The sampling technique itself uses the Slovin formula, namely:

$$n = \frac{N}{1 + Ne^2}$$

RESULTS AND DISCUSSION

After the researcher conducted an analysis using IBM SPSS Statistics 25, the results obtained in this study were, in the results of the descriptive analysis of social media (X) with the sub-context variable, it can be seen that on average the respondents stated strongly agree that they can understand writing or words - said on instagram The Pier with a result of 4.12. That the average dimension of the communication sub variable is 4.07. So it can be seen that the average respondent strongly agrees that The Pier's Instagram account has good communication with its consumers.

The average dimension of the collaboration sub variable is 4.23. So it can be seen that the average respondent strongly agrees that The Pier's Instagram account has provided very clear information about the cellphone number and the food menu. That the average dimension of the connection sub variable is 3.84. So it can be seen that the average respondent agrees that the admin of The Pier's Instagram account always asks for their cellphone number when consumers contact via DM.

The results of the descriptive analysis of brand awareness (Y) can be seen that the average top of mind sub variable is 4.12. So it can be seen that the average respondent strongly agrees that they remember the various characteristics that exist in The Pier restaurant. It can be seen that the average brand recall sub variable is 3.97. So it can be seen that the average respondent agrees that they will visit The Pier restaurant again.

It is known that the average brand recognition sub variable is 3.99. So it can be seen that the average respondent agrees that they are happy with the menu variant of The Pier. It can be seen that the average brand recognition sub variable is 2.89. So it can be seen that the average respondent expressed doubt that they had not known The Pier restaurant before.

The normality test is known that the significance value of *Asymp.Sig (2-tailed)* is 0.200 which is greater than 0.05. So according to the basis of decision making in the Kolmogorov - Smirnov normality test above, it can be concluded that the data is normally distributed. So, the assumptions or requirements for normality in the regression model have been met.

The correlation coefficient test can be seen that the variable of the influence of communication through Instagram (X) and the variable of brand awareness of the followers of



The Pier's Instagram account (Y) has a correlation coefficient of 0.671 or 6.71%. So it can be stated that the two variables have a very strong relationship.

In the coefficient of determination test, it can be seen that the R² value obtained is 0.450. The value obtained is away from the number 1, it can be stated that the independent variable is less able to give influence to predict the dependent variable. Simple regression test using the formula $Y = -612.131 + 2.128X$. The value of the regression coefficient X is 2.128 (positive). Then it can be seen that for every addition of 1 value to the variable of the influence of communication through Instagram (X), then the brand awareness of The Pier's Instagram account followers (Y) will increase by 2,128.

The t-test, it is known that the result is 4.991, which means that it can be concluded that the variable influence of communication through Instagram (X) partially affects the brand awareness of The Pier's Instagram account followers (Y). In the F test, it can be seen that the significance value obtained is 0.034 or a significance value of $0.034 > 0.05$, which means H_0 is accepted. So it can be concluded that the variable of the influence of marketing communication through Instagram (X) simultaneously has no effect on the level of brand awareness of The Pier restaurant (Y).

CONCLUSIONS

Based on the results of the analysis that has been carried out, the conclusion obtained is that the average value of The Pier's marketing communications through social media Instagram is strongly agree. This is because The Pier is very often done by posting a variety of very interesting content, both through instastory and Instagram feeds in the form of photos and videos. The content posted is very interesting so that it attracts the attention of Instagram followers who make them come to The Pier restaurant, meaning that the brand awareness of The Pier customers is very high.

The result of the average value of The Pier's customer brand awareness is agree. This is because visitors are interested in visiting The Pier restaurant when they see various photos and videos of food and drinks as well as promos posted on social media. The shape of The Pier restaurant building is very interesting as well as a place to take pictures or celebrate a special day with friends or family.

The results of the magnitude of the influence of social media promotion on brand awareness of The Pier restaurant can be known through the coefficient of determination test, which is positive. So that means that social media has a very strong influence on brand awareness of The Pier restaurant and the rest is influenced by other factors such as through promos, the form of restaurants, or the price of food and drinks.

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